

2017 State of the County Health Report



Madison



The 2015 Community Health Assessment Priorities are:

Healthy Weight

Mental Health

Substance Use

The 2017 SOTCH will be communicated to stakeholders, community partners, and the general population in the following ways:

- Posted on the Madison County Health Department website <http://www.madisoncountyhealth.org>
- Hard copy available at the Madison County Public Library
- Available as a hard copy at the Madison County Health Department and in limited quantities upon request–

Contact:

Deana Stephens, Director of Public Health Programs
Madison County Health Department
828-649-3531 or dstephens@madisoncountync.gov

2017 State of the County's Health Report Scorecard - Madison County



The 2015 Community Health Assessment priority areas are:

- **Healthy Weight**
- **Mental Health**
- **Substance Use**

The following SOTCH Scorecard was created and submitted March 5, 2018 in order to meet the requirements for the Madison County annual State of the County's Health (SOTCH) Report.

Clear Impact Scorecard™ is a strategy and performance management software that is accessible through a web browser and designed to support collaboration both inside and outside organizations. WNC Healthy Impact is using Clear Impact Scorecard™ to support the development of electronic CHIPs, SOTCH Reports and Hospital Implementation Strategy scorecards in communities across the region.

Scorecard helps communities organize their community health improvement efforts:

- Develop and communicate shared vision
- Define clear measures of progress
- Share data internally or with partners
- Simplify the way you collect, monitor and report data on your results

The following resources were used/reviewed in order to complete the SOTCH:

- [WNC Healthy Impact](#)
- [2017 County Health Data Book](#)
- [2015 Madison County Community Health Assessment](#)
- NC Detect

Healthy Weight

R	HEAL	Madison County is active and eats healthy.	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
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Progress Made in 2017

The following progress was made in 2017 on our action plan interventions for Healthy Weight in Madison County.

Behavioral and Social Approaches to Physical Activity and Nutrition:

- Healthy Eating Active Living (HEAL) team meets monthly
- The YMCA Healthy Living Mobile Market comes monthly to Madison County to bring fresh fruits and vegetables and nutrition education to an average of 60+ residents. Talks are underway about expanding the market to twice monthly in the coming year.

Results-based Collaborative Action Planning:

- All HEAL team members have been introduced to Results Based Accountability basics.
- HEAL began using a Results Based Accountability agenda format for meetings in July 2016 and has continued.
- HEAL team members are continuing development of two Results Scorecards. One is used to track progress of team results. The other will be available to inform the public of team activities when complete.
- HEAL leadership are continuing RBA learning via study halls, meetings and on-going technical assistance from WNC Healthy Impact.
- Scorecard was used to complete our 2016 and 2017 SOTCH reports.

Physical Activity and Nutrition Worksite Media Campaign:

- HEAL logo has been updated and refined.
- A colorectal cancer media campaign was held with county employees during March 2017. Education was provided on prevention, signs and symptoms, and screening.

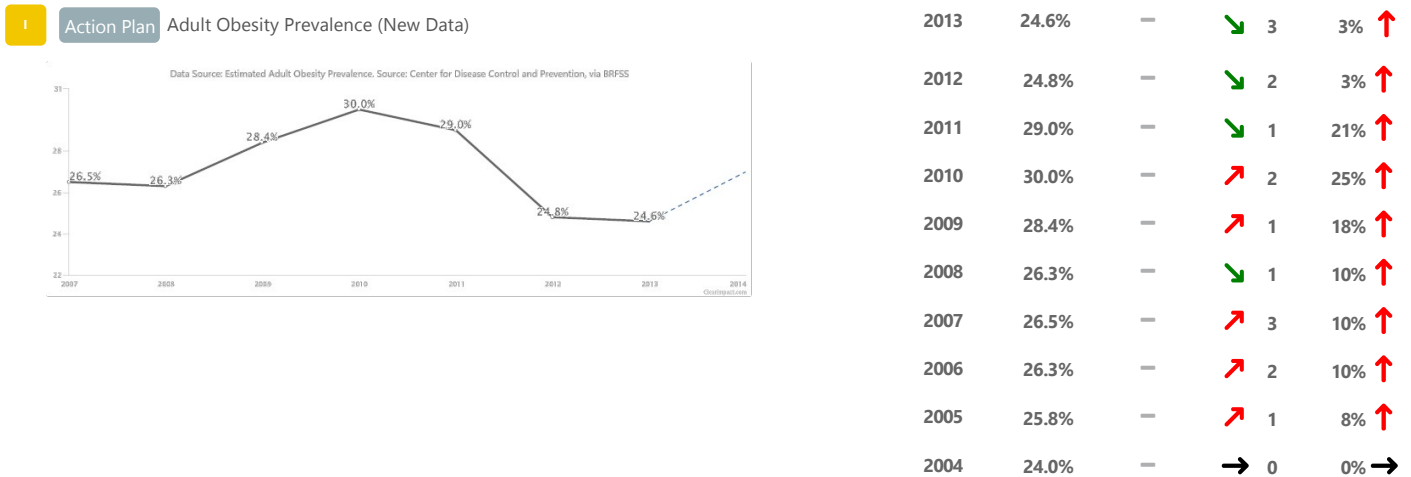
- County Employees were encouraged to participate in the Eat Smart Move More Maintain Don't Gain Holiday Challenge Winter 2017. Employees received email blasts with registration and challenge information.

Physical Activity and Nutrition Classes/Calendar:

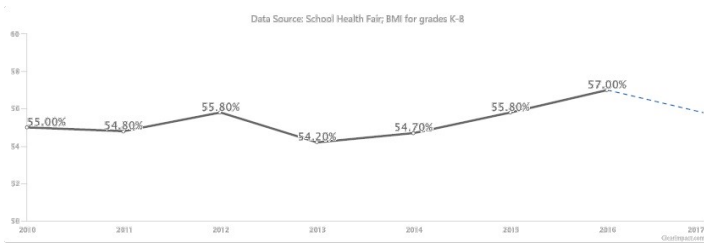
- Physical Activity and Nutrition Calendar remains on the Madison County Health Department website for the community to utilize. Businesses listed on the calendar were encouraged to link their websites to the calendar page.
- HEAL team members have identified and met with a personal trainer who is interested in offering physical activity classes for the community. The volunteer will pilot the program with the Diabetes classes Fall 2017 with plans to expand to the community in Spring of 2018.
- The HEAL team acquired a Bonner Scholar from Mars Hill University Fall 2017 to assist with maintaining and updating the calendar and organizing and promoting the physical activity classes.

Additionally, the following progress was made in 2017 on Healthy Weight in Madison County.

- Senior Games were held in Spring 2017 promoting physical activity among residents age 50 and older, 188 seniors participated.
- Mission Health and Madison County Health Department collaborated in offering a program for residents at risk of developing diabetes. The first workshop was held in August of 2017. There have been 6 participants to date.
- Through the diabetes education program offered by Mission Health and Madison County Health Department, limited funds were made available to offer follow-up diabetes education during on site grocery store tours. At least 3 programs were held during 2017. When funding ended efforts were made to continue follow-up education via the Healthy Living Mobile Market.
- An employee wellness event was held for county employees in October 2017. 81 employees participated in basic wellness screenings (Height, Weight, BMI, Blood Pressure, Blood Glucose, Cholesterol and Lipids). 50 employees received HEP C screenings, 56 received Flu vaccinations, and 4 received colorectal FIT tests.
- Registered Dietitian offered nutrition education to all Middle School Students (approximately 500).
- A county wide fruit and Vegetable Outlet Inventory was conducted by Health Department staff and published on the Eat Smart Move More website.
- The Mars Hill Farmers Market received a grant to offer fruit and vegetable bonus bucks for EBT clients coming to the market.
- Cards and flyers were developed and distributed to EBT clients advertising the farmers market bucks, the Healthy Living Mobile Market, and local fruit and vegetable outlets accepting EBT payment.
- The Madison County Public Library began offering community physical activity opportunities at 2 of their 3 locations during 2017. Offerings included Tai Chi and Yoga with a total of 59 participants.

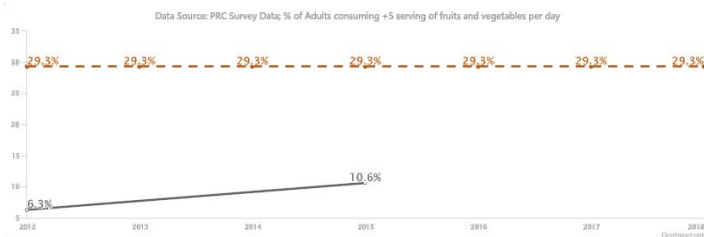


I HEAL % of Children In Grades K-8 at a Healthy Weight



Year	Actual Value	Target Value	Current Trend	Baseline % Change
2016	57.00%	—	↑ 3	1% ↑
2015	55.80%	—	↑ 2	-1% ↓
2014	54.70%	—	↑ 1	-3% ↓
2013	54.20%	—	↓ 1	-4% ↓
2012	55.80%	—	↑ 1	-1% ↓
2011	54.80%	—	↓ 2	-3% ↓
2010	55.00%	—	↓ 1	-2% ↓
2009	56.40%	—	→ 0	0% →

I HEAL % of Adults Eating Healthy



Year	Actual Value	Target Value	Current Trend	Baseline % Change
2015	10.6%	29.3%	↑ 1	68% ↑
2012	6.3%	29.3%	→ 0	0% →

Action Plan	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
P Action Plan Behavioral and Social Approaches to PA and Nutrition					
P Action Plan Results-based Collaborative Action Planning					
P HEAL Physical Activity (PA) & Nutrition Worksite Media Campaign					
P HEAL Physical Activity (PA) & Nutrition Classes/Calendar					

Mental Health

R Mental Health People in Madison County are mentally healthy

Progress Made in 2017

The following progress was made in 2017 on our action plan interventions for Mental Health in Madison County.

Triple P (Positive Parenting Program):

- Triple P providers have offered 7 parenting classes to the community. Impacting 41 parents and 82 children.
- 5 one-on-one interventions were provided.
- Currently 25 providers are trained to offer Triple P in Madison County.
- The Triple P Advisory Committee has met 6 times this past year.
- Triple P classes are being marketed to the community via facebook, flyers, constant contact (provider platform) and email lists. Triple P coordinators are also reaching out to community organizations by participating on various boards/committees (i.e. School Health Advisory Council, Madison Substance Awareness Coalition, Madison County Children's Collaborative, and Madison Community Health Consortium)
- Consumer and Provider satisfaction surveys are very positive with parents reporting a change in children's behavior.

Results-based Collaborative Action Planning:

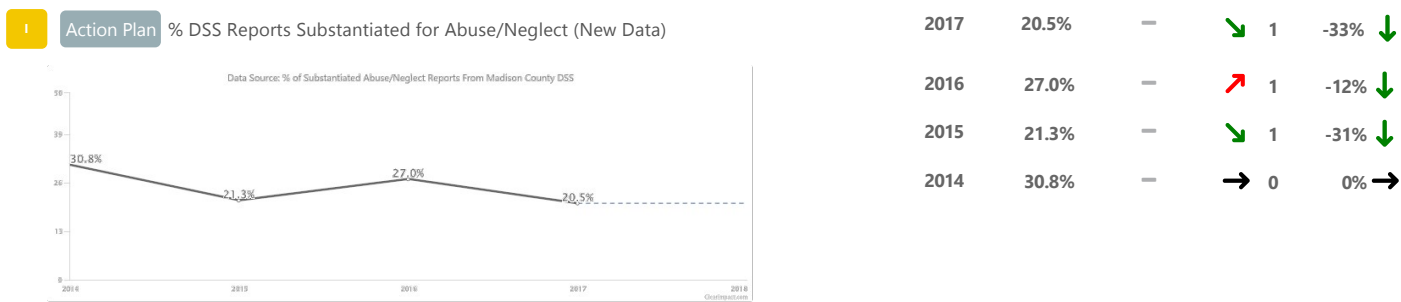
- All Mental Health team members have been introduced to Results-based Accountability basics.
- Mental Health team members are developing two Scorecards. One is being used to track progress of team results. The other will be available to inform the public of team activities when complete.
- Mental Health Committee leadership are continuing RBA learning via study halls, meetings and on-going technical assistance from WNC Healthy Impact.
- Scorecard was used to complete our 2016 and 2017 SOTCH reports.

Resource Card:

- A workgroup was created to identify area mental health/substance use crisis services to list on the resource card.
- The workgroup developed a draft card and presented it to the Mental Health Committee for approval September 2017.
- The resource card will initially be piloted by local law enforcement and first responders, with future plans to circulate in the broader community.

Additionally, the following progress was made in 2017 on Mental Health in Madison County.

- Two parent workshops were provided at Madison Middle School by Triple P staff; topics included anxiety and peer relationships. A total of 29 parents and staff attended.
- August 2017, in partnership with Vaya Health, a mental health screening and informational kiosk was placed at the health department and uploaded to all county library computers. During 2017, 23 people were screened and received resource information at the health department location alone.
- A NC 2-1-1 representative presented to a group of 24 people attending the Madison Community Health Consortium meeting in October 2017. The goal was to raise awareness in our community of the mental health and all resources available in our county.
- In partnership with Vaya Health, Crisis Intervention Training (CIT) was hosted at Mars Hill University during July 2017. 21 law enforcement officers and first responders were in attendance. Plans are under way to do two additional trainings in 2018.
- February 2017, our Land of Sky Regional Council partner provided a Laughter Yoga class to 23 Madison Substance Awareness Coalition and Mental Health Committee members. The goal was to remind members about the importance of self-care and personal mental wellness.
- The Mental Health Committee reviews Mobile Crisis Management (MCM) data monthly to identify service needs in our community.
- School Health Advisory Council is working to identify resources for school-based therapy to address the mental health needs of students.



Icon	Action Plan	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
P	Triple P					
P	Results-based Collaborative Action Planning					
P	Mental Health Resource Card					

Substance Use

Icon	Substance Abuse	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
R	People in Madison County are Free from Substance Use Disorders					

Progress Made in 2017

The following progress was made in 2017 on our action plan interventions for Substance Use in Madison County.

Overdose Education and Naloxone Distribution:

- Madison Substance Awareness Coalition (MSAC) members participated in 3 school health fairs, 2 community-based health fairs, and one employee wellness event educating on the dangers associated with prescription medications, especially opioids.

- 58 medication lock boxes were distributed to community members for securing medications during 2017.
- MSAC members participated in 2 drug take back events, resulting in 37.65 pounds of medication with 4.37 pounds being controlled substances.
- Coalition members taught 26 substance awareness classes highlighting the dangers of opioid overdose and the use of Naloxone to approximately 700 middle school students and 75 4th and 5th grade students.
- MSAC partnered with Madison County Sheriff's Office and Brush Creek Elementary school to kick off Red Ribbon week with a substance awareness assembly for more than 400 students, faculty and staff.
- MSAC provided substance use education during the Prom Promise event at Madison High School and secured over 100 pledges to be substance free.
- Provided overdose awareness and Naloxone education class to Mars Hill University Resident Advisors/Resident Directors.
- In partnership with Vaya Health, Crisis Intervention Training (CIT) was hosted at Mars Hill University during July 2017. 21 law enforcement officers and first responders were in attendance. Plans are under way to do two additional trainings in 2018.
- In partnership with Land of Sky Regional Council, a Chronic Pain Self Management program was offered to 15 senior adults during Active Aging Week.
- During April 2017 Madison Department of Social Services sponsored the Perinatal Substance Exposure Community Forum with 72 people attending. MSAC, Mission Health and others discussed the impact of substance use in the community particularly women and children.
- At each monthly Madison Substance Awareness Coalition meeting NC Detect overdose data is reviewed to identify trends in substance related visits to the emergency department and overdose reversals with Naloxone by EMS.
- 46 Naloxone kits were distributed in 2017.
- Law enforcement and first responders are now getting naloxone supplied via EMS.

Results-based Collaborative Action Planning:

- All Substance Abuse team members have been introduced to Results-based Accountability basics.
- Substance Abuse team members are developing two Scorecards. One is being used to track progress of team results. The other will be available to inform the public of team activities when complete.
- MSAC leadership are continuing RBA learning via study halls, meetings and on-going technical assistance from WNC Healthy Impact.
- Scorecard was used to complete our 2016 and 2017 SOTCH reports.

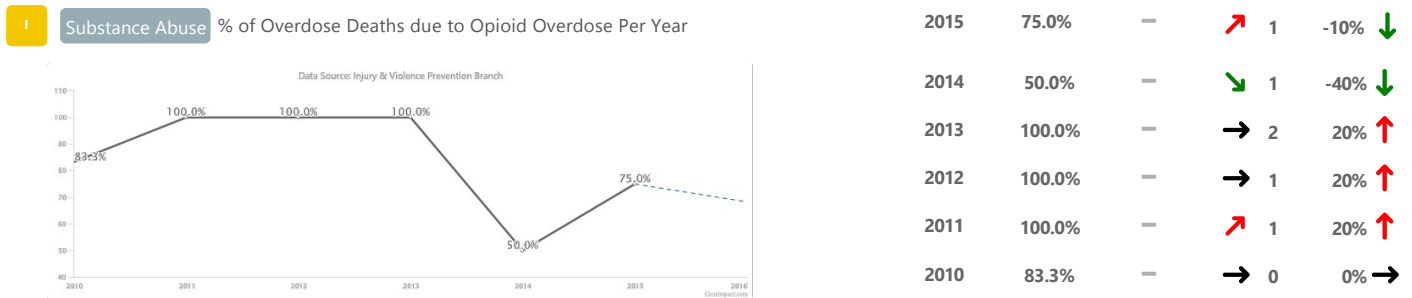
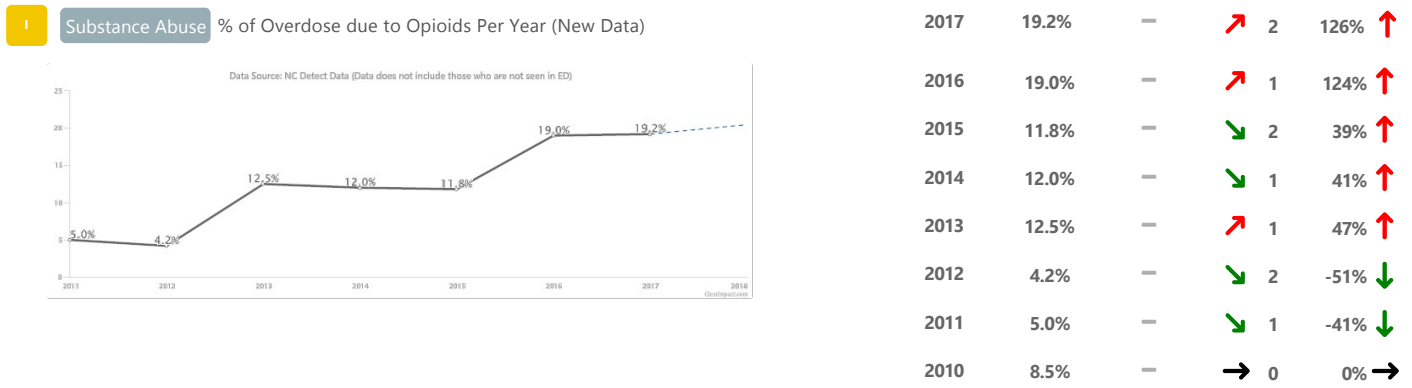
Drug-Free Community (DFC) Grant:

- The Madison Substance Awareness Coalition (MSAC) applied for and received the DFC grant in 2017. The goal of the DFC grant is to increase capacity and reduce youth substance use.
- In December 2017 MSAC hosted Madison County Champions of Hope, a community coalition meeting and program to kick off the DFC grant. The program included information about the year 1 action plan including the hiring of a youth coordinator and development of a teen coalition titled Madison Patriots Prevention Partners (MP3). The keynote speakers, Sherry and Rob Abbot shared about their son's journey with addiction resulting in his overdose death. Near 50 people were in attendance.
- Plans are underway to use grant funds to hire a youth coordinator.

Additionally, the following progress was made in 2017 on Substance Use in Madison County.

- The second Madison community substance use survey was distributed to gain information about safe medication practices as well as overdose awareness. 365 people responded.
- May 2017 MSAC sponsored a medication drop box ribbon cutting event to mark the installation at Marshall police department. The local newspaper covered the event and printed an awareness article.
- Madison County Health Department received a grant to focus on Hepatitis C screening and education.
- MSAC received a Project Lazarus grant. Funds were used to promote medication drop box locations, host drug take-back events, and secure another permanent drop box for the Sheriff's Department.
- 2 adults and 2 youth attended the Youth 2 Youth leadership conference focusing on youth substance use prevention and youth skill building.
- MSAC received the Glaxo Smith Kline local health department child health recognition award during the NC Public Health Association Fall Conference.
- A local community group that has been meeting monthly since May of 2016 celebrated becoming the first NC chapter of Families Against Narcotics (FAN).
- MSAC has strong partnerships with the local newspaper and is continuing to develop a relationship with WLOS to

cover coalition events and substance use awareness topics. In 2017, the News Record and Sentinel published a monthly announcement or feature article. In August, WLOS featured MSAC on a segment titled Reality Check.



Category	Action Plan	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
P	Overdose Education and Naloxone Distribution					
P	Results-based Collaborative Action Planning					
P	Drug Free Community Grant					

New and Emerging Issues & Initiatives

R	SOTCH	Monitor New and Emerging Issues	Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
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Notes

These are the new or emerging issues in our community in 2017 that were not identified as priorities in our CHA.

- Type II Diabetes in children
- Lack of internet service
- Need to create a culture of healthy and positive parenting
- Lack of Personal Care Service agencies/workers
- Hepatitis C and HIV associated with Heroin use
- Flu
- TB incidence
- Cyber-bullying and associated suicide in teens

Fifteen Leading Causes of Death

Age-Adjusted Death Rates per 100,000 Population
Standard Year = Year 2000 U.S. Population
Single 5-Year Aggregate, 2011-2015

Rank	Cause of Death	Madison # Deaths	Death Rate
1	Diseases of Heart	274	188.6
2	Cancer	219	145.0
3	Chronic Lower Respiratory Diseases	85	58.2

4	Cerebrovascular Disease	74	50.9
5	All Other Unintentional Injuries	50	38.6
6	Alzheimer's disease	47	32.2
7	Pneumonia and Influenza	34	24.0
8	Unintentional Motor Vehicle Injuries	15	15.6
9	Diabetes Mellitus	22	15.3
10	Suicide	17	15.3
11	Nephritis, Nephrotic Syndrome, and Nephrosis	20	14.7
12	Chronic Liver Disease and Cirrhosis	20	13.1
13	Septicemia	17	12.3
14	Homicide	5	4.4
15	Acquired Immune Deficiency Syndrome	1	0.9
	All Causes (some not listed)	1,130	796.0

Note: Rates based on fewer than 20 cases (indicated by N/A) are unstable and have been presented in bold.

Note: Death rates are age-adjusted

1 - 2011-2015 Race-Specific and Sex-Specific Age-Adjusted Death Rates by County (CD21B). Retrieved on June 21, 2017, from North Carolina State Center for Health Statistics (NC SCHS), 2017 County Health Data Book website: <http://www.schs.state.nc.us/da...>

2 - Source for unstable rates: 2015 North Carolina Vital Statistics, Volume 2: Leading Causes of Death. Retrieved June 21, 2017 from North Carolina Center for Health Statistics Vital Statistics website: <http://www.schs.state.nc.us/da...>

R **SOTCH** Keep Track of New Initiatives & Community Changes

Time Period	Actual Value	Target Value	Current Trend	Baseline % Change
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Notes

The following are new initiatives or changes in our community in 2017:

- Diabetes Prevention Program (DPP) in partnership with Mission Health and health department
- Chronic Pain Self-Management Program in partnership with Land of Sky Regional Council (AAA)
- A Matter of Balance (falls prevention program) in partnership with Land of Sky Regional Council (AAA)
- Worksite Wellness Chronic Disease Self-Management Program in partnership with Land of Sky Regional Council (AAA)
- Mars Hill University School of Nursing grant award to support disadvantaged students
- Drug-Free Community Grant Award received by health department
- FAN (Families Against Narcotics) Support Group
- Focus Hep C grant received by health department
- Neonatal Abstinence Syndrome education and awareness